

July 23, 2019

SANTA ROSA COUNTY HEALTH DEPARTMENT CELEBRATES WORLD BREASTFEEDING WEEK



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Milton, FL - The Santa Rosa County Health Department (Santa Rosa CHD) is celebrating August 1-7 as World Breastfeeding Week by participating in the 10th Global Big Latch On hosted by Birthing Tree, LLC. The event, which is held to celebrate, promote and support normalization of breastfeeding in public, will take place Saturday, August 3, from 9:00 a.m.- 11:00 a.m., at Northridge Church, 2075 East Nine Mile Road in Pensacola. Doors open at 9:00 a.m. for sign-in and mingling and the "Latch On" will begin at 10:30 a.m. The event is free, and families are welcome.

International Board-Certified Lactation Consultant (IBCLC) Lis Jordan and Breastfeeding Peer Counselor Dawn Hodges-Nolan with the Santa Rosa CHD WIC program will be on hand to provide information on WIC, breastfeeding classes, and the health department's breastfeeding support group, The Milky Way. The classes and support group are free and open to the public. You do not have to participate in the WIC program to attend or take advantage of breastfeeding support services.

"We are so excited to participate in this event to mark its 10-year anniversary. The Global Big Latch On is a beautiful way to celebrate a mom's commitment to breastfeeding and her connection to other moms in our community. Watching breastfeeding mothers come together to feed their babies in unison...it's truly a joy to witness," Lis said.

According to the Centers for Disease Control (CDC), infants who are breastfed have reduced risks of:

- Asthma
- Obesity
- Type 2 diabetes
- Ear and respiratory infections
- Sudden Infant Death Syndrome (SIDS)
- Gastrointestinal infections (diarrhea/vomiting)

Benefits for mothers include lower risks of:

- High blood pressure
- Type 2 diabetes
- Ovarian cancer

- Breast Cancer

Breastfeeding takes patience, practice, and commitment. Most mothers become comfortable with it in about 4 to 6 weeks. Pediatricians recommend that babies breastfeed exclusively for the first 6 months and continue as solid foods are introduced until at least 1 year of age.

For more information on WIC or breastfeeding support, contact the Santa Rosa CHD at 850-983-5200, or visit our website at <http://santarosa.floridahealth.gov>.

To learn more about the Global Big Latch On, visit their website at <https://biglatchon.org/>

About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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